



Office for
National Statistics

Developing the Welsh Language Census

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Commitment to a Welsh Census

“it will be just as easy to fill out a questionnaire in Welsh as it will be in English”

White Paper, December 2018

Extensive
testing

Building on
2011 Census

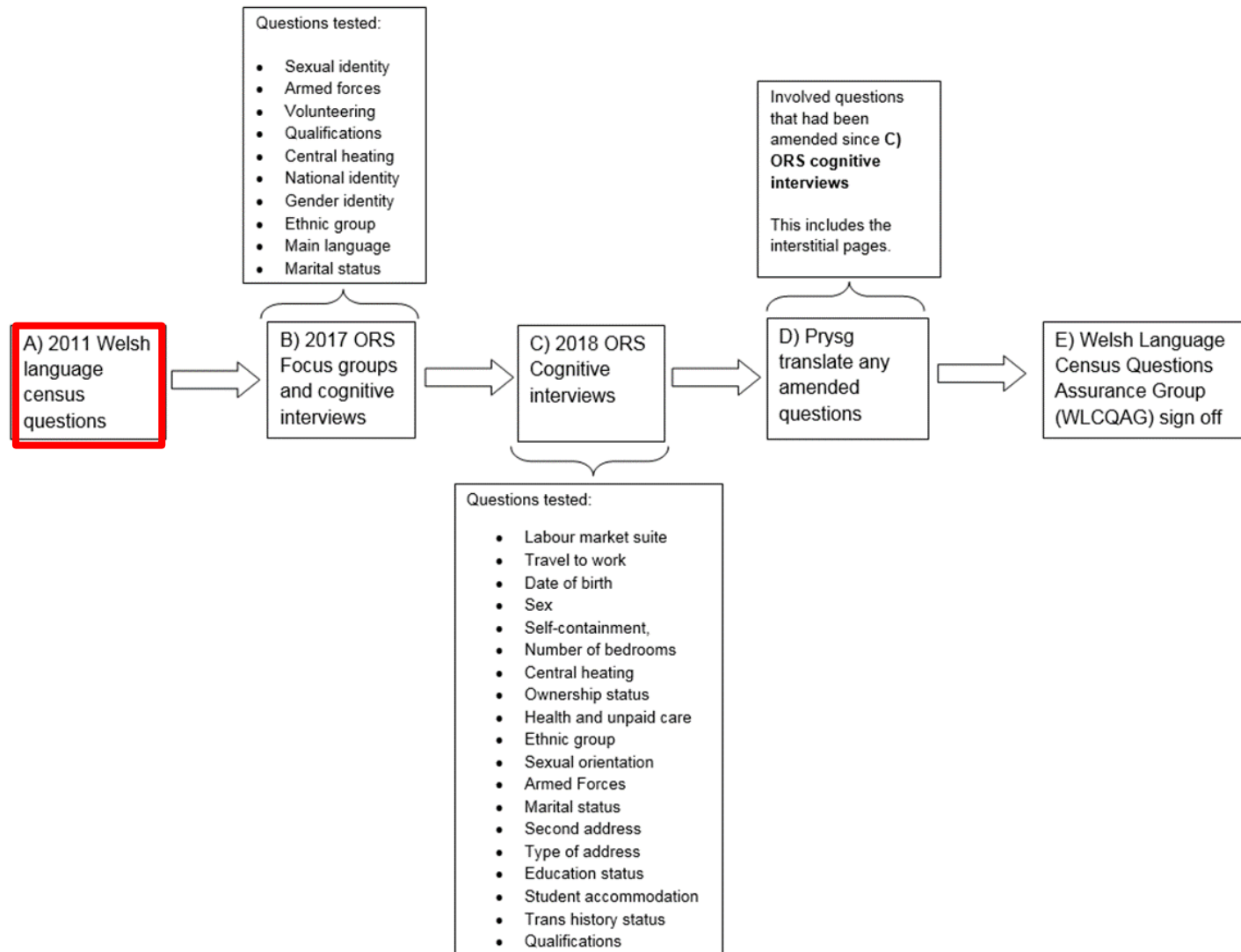
Welsh
Language
Advisory Group

Language
‘toggle’

Aiming for
‘Cymraeg clir’

Developing the Welsh Census

Development journey

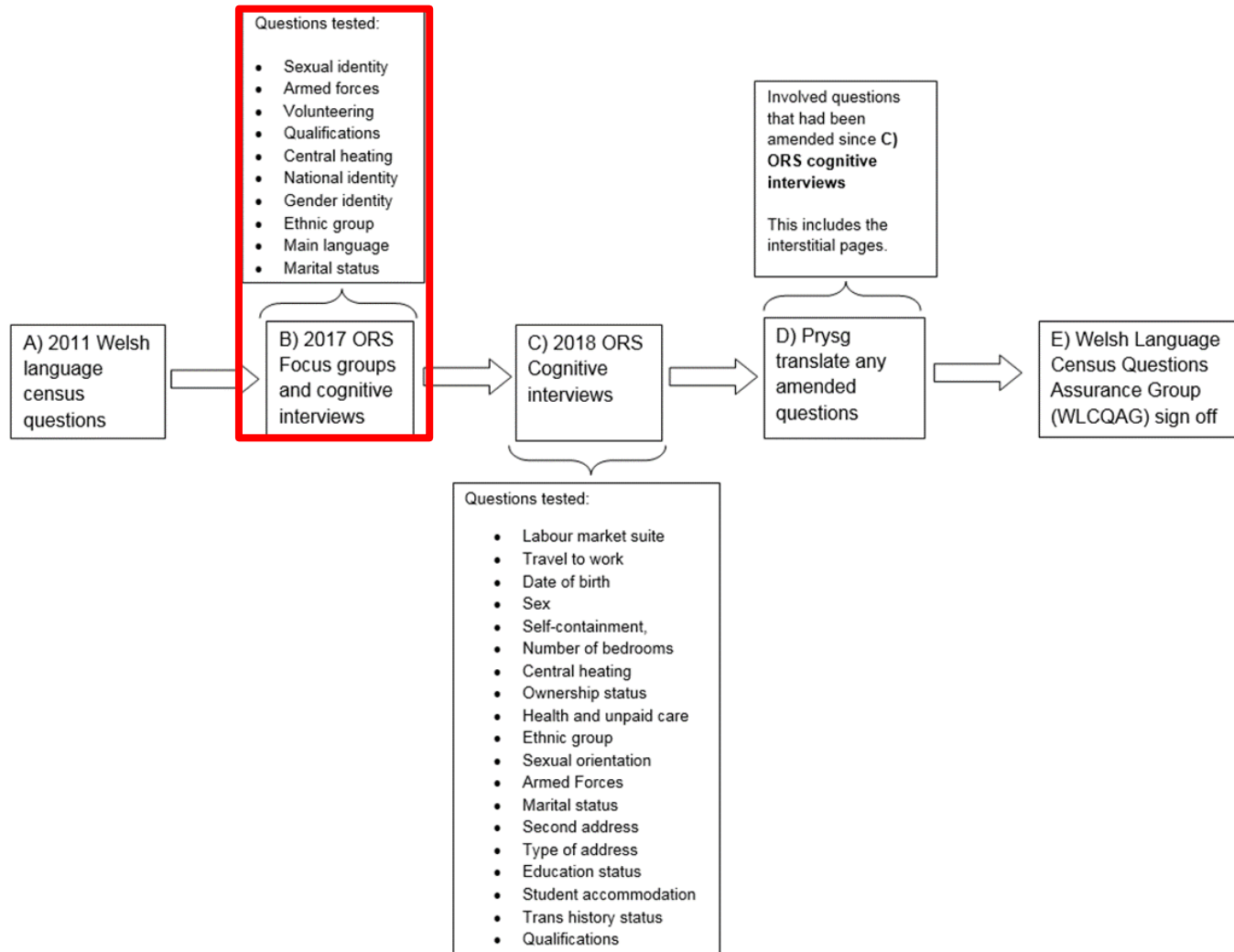


Starting point

A) 2011 Welsh
language
census
questions

- 2011 Census questions were comprehensively tested
- We used these translations as a starting point for developing the 2021 Census questions.

Development journey



2017 Testing

Questions tested:

- Sexual identity
- Armed forces
- Volunteering
- Qualifications
- Central heating
- National identity
- Gender identity
- Ethnic group
- Main language
- Marital status

B) 2017 ORS
Focus groups
and cognitive
interviews

- To test the public acceptability and comprehension of amended and newly designed census questions.
- Eight focus groups (n=42) reviewed the three independent translations of each question.
- Testing was conducted in a range of geographical locations covering; North (20), Mid (11), South and West (11) Wales

2017 Testing

Questions tested:

- Sexual identity
- Armed forces
- Volunteering
- Qualifications
- Central heating
- National identity
- Gender identity
- Ethnic group
- Main language
- Marital status

B) 2017 ORS
Focus groups
and cognitive
interviews

- The most suitable translations from the focus groups were then tested through cognitive interviews.
- The aim of these cognitive interviews was to further refine the questions.
- Total of 20 participants
- Testing was conducted in a range of geographical locations covering; North (8), Mid (4), South and West (8) Wales

2017 Testing

Questions tested:

- Sexual identity
- Armed forces
- Volunteering
- Qualifications
- Central heating
- National identity
- Gender identity
- Ethnic group
- Main language
- Marital status

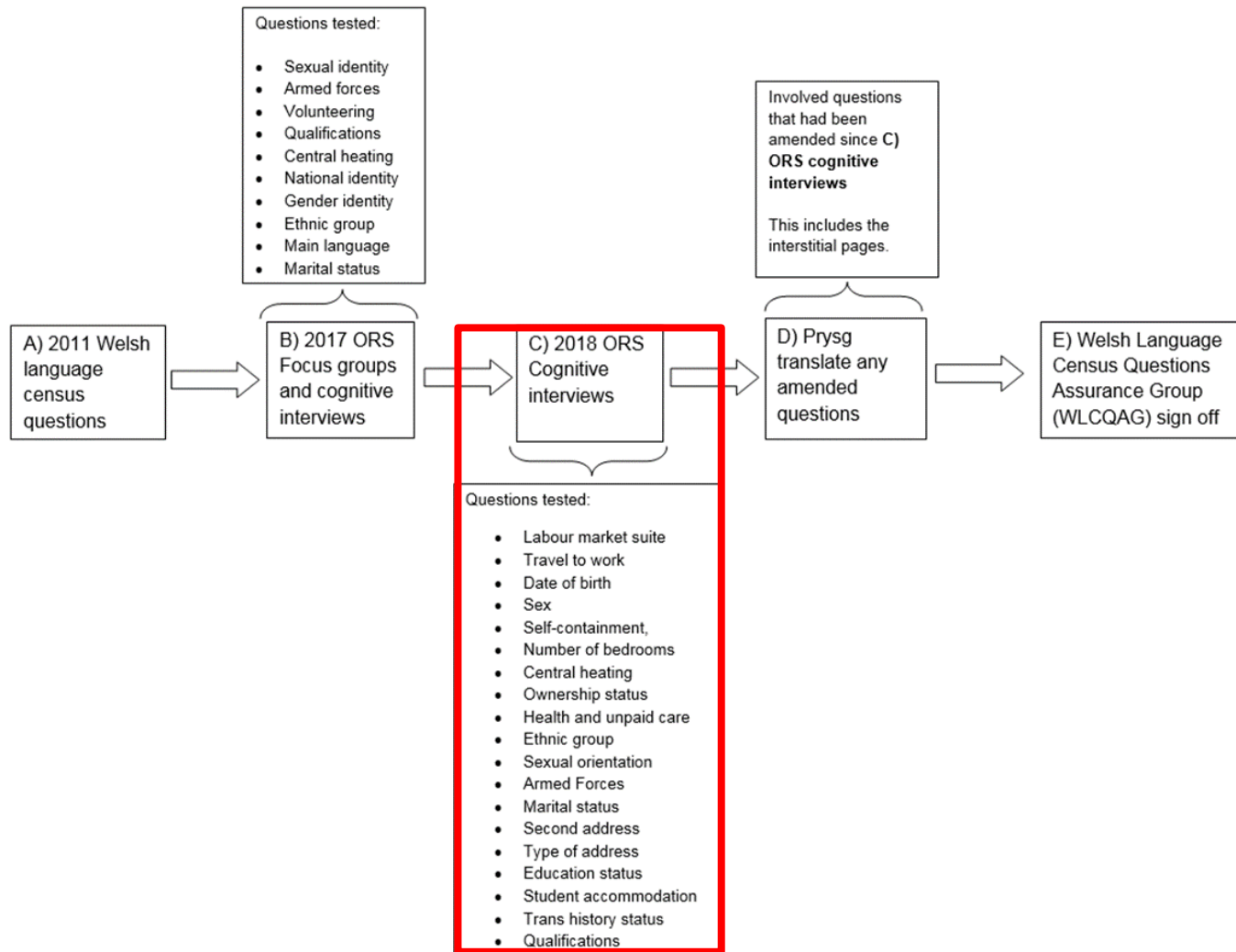
B) 2017 ORS
Focus groups
and cognitive
interviews

- Majority of participants said they would at least try and complete the census form in Welsh.

Participants commented that;

- the language used was simple and clear
- generally well-balanced in terms of maintaining linguistic standards
- accessible for Welsh speakers at all levels of fluency

Development journey



2018 Testing

C) 2018 ORS
Cognitive
interviews

Questions tested:

- Labour market suite
- Travel to work
- Date of birth
- Sex
- Self-containment,
- Number of bedrooms
- Central heating
- Ownership status
- Health and unpaid care
- Ethnic group
- Sexual orientation
- Armed Forces
- Marital status
- Second address
- Type of address
- Education status
- Student accommodation
- Trans history status
- Qualifications

- 101 questions in total were tested across five waves of testing (three paper and two online).
- Each wave focused on a different set of thematically linked questions.
- Enabling a wider scope of questions to be tested.
- Reflect any changes to English questions since previous testing.

2018 Testing

C) 2018 ORS
Cognitive
interviews

Questions tested:

- Labour market suite
- Travel to work
- Date of birth
- Sex
- Self-containment,
- Number of bedrooms
- Central heating
- Ownership status
- Health and unpaid care
- Ethnic group
- Sexual orientation
- Armed Forces
- Marital status
- Second address
- Type of address
- Education status
- Student accommodation
- Trans history status
- Qualifications

- Aim to identify issues with the understanding and comprehension of question stems and response options.
- 27 interviews using paper
 - Plus 4 paired interviews
- 16 interviews using online
 - Plus 4 paired interviews
- Testing was conducted in a range of geographical locations covering; North (17), Mid (15), South and West (19) Wales

2018 Testing

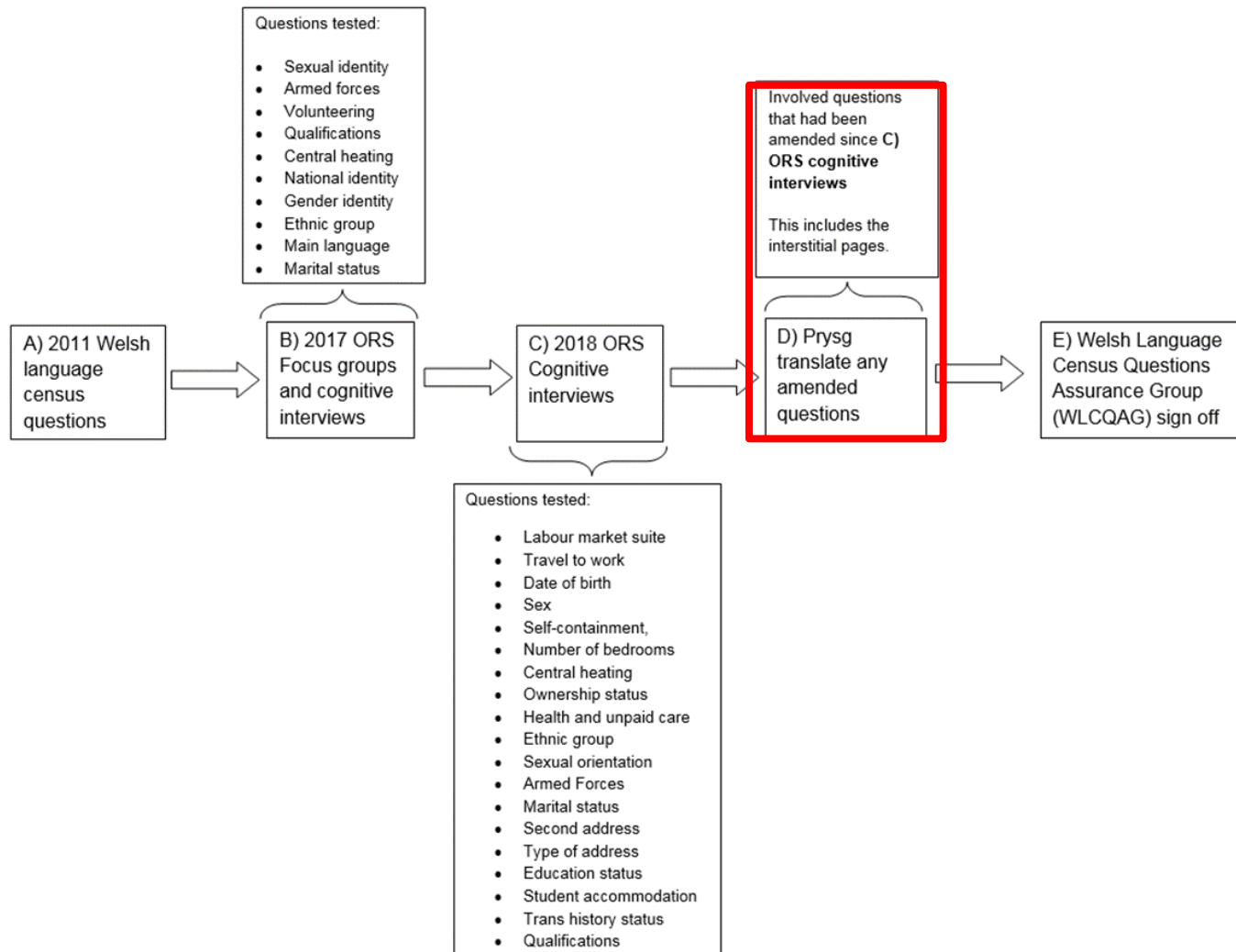
C) 2018 ORS
Cognitive
interviews

Questions tested:

- Labour market suite
- Travel to work
- Date of birth
- Sex
- Self-containment,
- Number of bedrooms
- Central heating
- Ownership status
- Health and unpaid care
- Ethnic group
- Sexual orientation
- Armed Forces
- Marital status
- Second address
- Type of address
- Education status
- Student accommodation
- Trans history status
- Qualifications

- Participants found the Welsh question designs, accessible and fairly easy to understand.
- These Welsh question designs were then forwarded to the next stage in the process.

Development journey



Prysg translation services

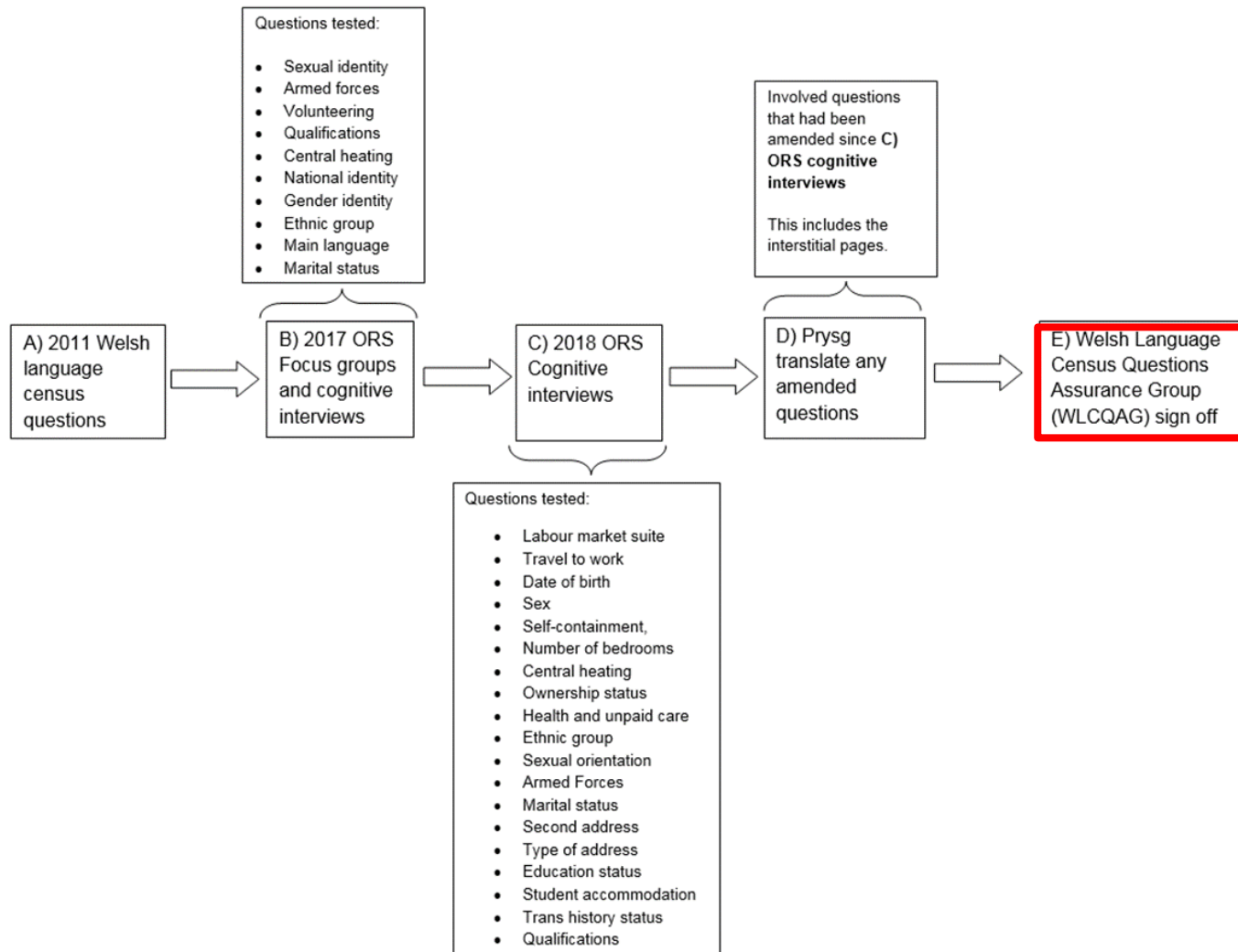
Involved questions
that had been
amended since C)
**ORS cognitive
interviews**

This includes the
interstitial pages.

D) Prysg
translate any
amended
questions

- Subsequent changes to the text or questions were first made by Prysg translation services.
- This was to ensure the 2011 Census style guide was applied to any new text.

Development journey



WLCQAG

E) Welsh Language
Census Questions
Assurance Group
(WLCQAG) sign off

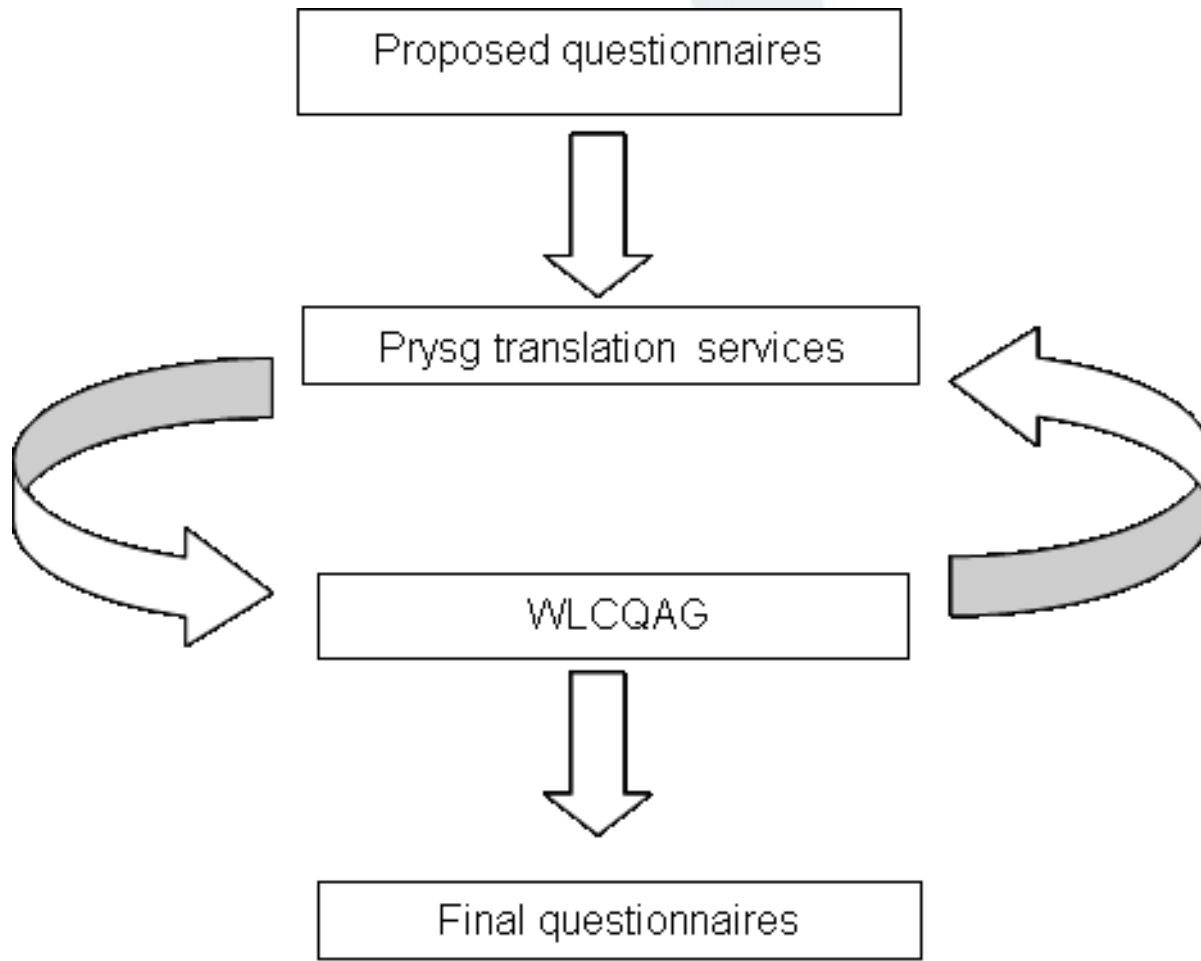
- Welsh Language Census Quality Assurance Group
- Set up to provide a forum for communication between the key stakeholders including;
 - Welsh Government
 - Welsh Language Commissioner
 - Welsh Government translation service
 - Census Question and Questionnaire Design (QQD) team
 - Census Public Support

WLCQAG

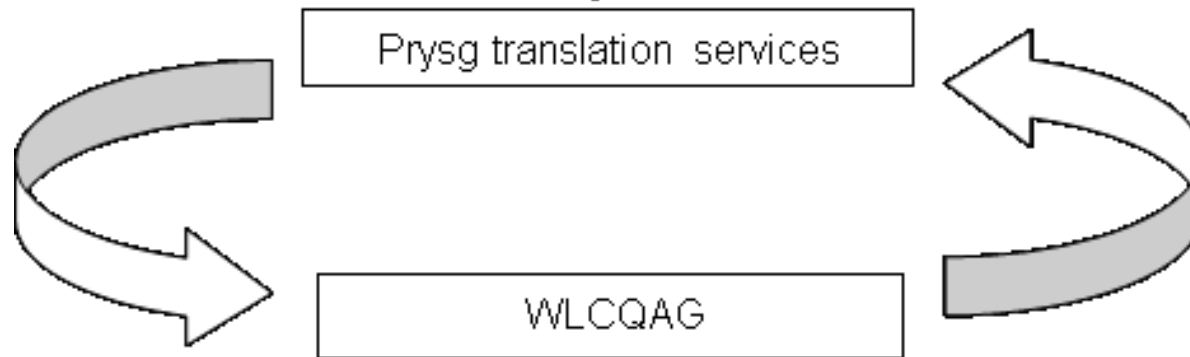
E) Welsh Language
Census Questions
Assurance Group
(WLCQAG) sign off

- This group is responsible for reviewing all aspects of the development and delivery.
- Created a set of consistency rules related to Welsh grammar and specific terminology.
- To make recommendations on the question designs for the Welsh language census questionnaires
- WLCQAG has the final sign off of all Welsh language questionnaires

Quality Assurance Process

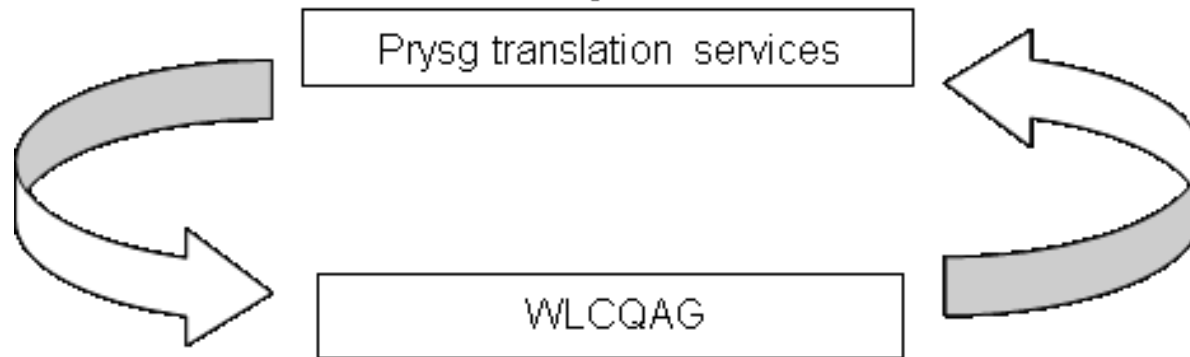


Quality Assurance Process



- Some questions went through several iterations to reach a translation that are both;
 - Conceptually accurate
 - Collects the same information as in English
- Additionally, space constraints on paper were considered when iterations were made.

Quality Assurance Process



- WLCQAG would then signed off each question.
- Then WLCQAG conducted a consistency check on the whole questionnaires to ensure the language was consistent throughout the questionnaire.

Main differences

- **Relationship matrix** – included two translations for Grandfather and Grandmother
- **Country of Birth** – ‘*Wales*’ response options are before ‘*England*’
- **National Identity** – ‘*Welsh*’ response options are before ‘*English*’
- **Ethnic Group** – ‘*Welsh*’ before ‘*English*’ in response options
- **Main Language** – ‘*Welsh or English*’ rather than ‘*English*’

Main differences

- **Armed Forces** – ‘*e.g. the army*’ has been added to the question stem
- **Qualifications** –
 - Instruction ‘*Wales or worldwide*’ rather than ‘*Wales, England or worldwide*’
 - Apprenticeship examples include ‘*Higher*’ rather than ‘*Advanced*’
 - ‘*Welsh Baccalaureates*’ at their representative level
 - ‘*Basic skills*’ response option

Paper and eQ differences

- Welsh Toggle
- Context Sensitive Help

Welsh Language Skills Question

Question Development

2011 single, multi-tick question, located on page 8, after questions on national identity and ethnic group

Changes for 2021 that could impact on the estimates of Welsh language skills in Wales

- Move to a predominantly online census
- Improved functionality of the online questionnaire
- Change in the positioning of the question on paper as a result of other changes

Research questions

The way respondents answer the Welsh language skills question by;

- i. Mode – online or paper
- ii. Location – before or after national identity question
- iii. Presentation online – single, multi-tick OR single, multi-tick with mutually exclusive functionality OR four independent yes/no questions

How burdensome is each presentation method (in iii) on respondents?

Research

- Mode effect RAG status tool
- Literature review on order effects
- Analysis of existing data
- Online panel survey used to conduct controlled experiment

Mode effect

Findings

2011 Census

- Minimal mode effect evident

NB: All respondents living in Wales. Aged 3+

2017 Census Test

- Mode effect evident, even when controlling for age
- Higher percentage of Welsh language skills recorded online compared to paper

NB: All respondents living in Wales. Aged 3+

Mode effect RAG status tool

- Minimal mode effect of multi-tick question designs

Location

Location 2011

15 How would you describe your national identity?
 Tick all that apply
☐ Welsh
☐ English
☐ Scottish
☐ Northern Irish
☐ British
☐ Other, write in

16 What is your ethnic group?
 Choose one section from A to E, then tick one box to best describe your ethnic group or background

A White
☐ Welsh/English/Scottish/Northern Irish/British
☐ Irish
☐ Gypsy or Irish Traveller
☐ Any other White background, write in

B Mixed/multiple ethnic groups
☐ White and Black Caribbean
☐ White and Black African
☐ White and Asian
☐ Any other Mixed/multiple ethnic background, write in

C Asian/Asian British
☐ Indian
☐ Pakistani
☐ Bangladeshi
☐ Chinese
☐ Any other Asian background, write in

D Black/African/Caribbean/Black British
☐ African
☐ Caribbean
☐ Any other Black/African/Caribbean background, write in

E Other ethnic group
☐ Arab
☐ Any other ethnic group, write in

17 Can you understand, speak, read or write Welsh?
 Tick all that apply.
☐ Understand spoken Welsh
☐ Speak Welsh
☐ Read Welsh
☐ Write Welsh
☐ None of the above

18 What is your main language?
☐ English or Welsh → Go to 20
☐ Other, write in (including British Sign Language)

19 How well can you speak English?
 Very well Well Not well Not at all

20 What is your religion?
 This question is voluntary
☐ No religion
☐ Christian (all denominations)
☐ Buddhist
☐ Hindu
☐ Jewish
☐ Muslim
☐ Sikh
☐ Any other religion, write in

21 One year ago, what was your usual address?
 If you had no usual address one year ago, state the address where you were staying
☐ The address on the front of this questionnaire
☐ Student term time/boarding school address in the UK, write in term time address below
☐ Another address in the UK, write in below
 OR ☐ Outside the UK, write in country

22 What passports do you hold?
 Tick all that apply
☐ United Kingdom
☐ Irish
☐ Other, write in
☐ None

23 Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?
 Include problems related to old age
☐ Yes, limited a lot
☐ Yes, limited a little
☐ No

24 If you are aged 16 or over → Go to 25
 If you are aged 15 or under → Go to 43

25 Which of these qualifications do you have?
 Tick every box that applies if you have any of the qualifications listed
 If your UK qualification is not listed, tick the box that contains its nearest equivalent
 If you have qualifications gained outside the UK, tick the 'Foreign qualifications' box and the nearest UK equivalents (if known)
☐ 1-4 O levels/CSEs/GCSEs (any grades), Entry Level
☐ NVQ Level 1, Foundation GNVQ, Basic Skills
☐ 5+ O levels (passes)/CSEs (grade 1)/GCSEs (grades A*-C), School Certificate, 1 A level/2-3 AS levels/VCEs, Welsh Baccalaureate Intermediate Diploma
☐ NVQ Level 2, Intermediate GNVQ, City and Guilds Craft, BTEC First/General Diploma, RSA Diploma
☐ Apprenticeship
☐ 2+ A levels/VCEs, 4+ AS levels, Higher School Certificate, Welsh Baccalaureate Advanced Diploma
☐ NVQ Level 3, Advanced GNVQ, City and Guilds Advanced Craft, ONC, OND, BTEC National, RSA Advanced Diploma
☐ Degree (for example BA, BSc), Higher degree (for example MA, PhD, PGCE)
☐ NVQ Level 4-5, HNC, HND, RSA Higher Diploma, BTEC Higher Level
☐ Professional qualifications (for example teaching, nursing, accountancy)
☐ Other vocational/work-related qualifications
☐ Foreign qualifications
☐ No qualifications

26 Last week, were you:
 Tick all that apply
 Include any paid work, including casual or temporary work, even if only for one hour
☐ working as an employee? → Go to 32
☐ on a government sponsored training scheme? → Go to 32
☐ self-employed or freelance? → Go to 32
☐ working paid or unpaid for your own or your family's business? → Go to 32
☐ away from work ill, on maternity leave, on holiday or temporarily laid off? → Go to 32
☐ doing any other kind of paid work? → Go to 32
☐ none of the above

27 Were you actively looking for any kind of paid work during the last four weeks?
☐ Yes ☐ No

28 If a job had been available last week, could you have started it within two weeks?
☐ Yes ☐ No

29 Last week, were you waiting to start a job already obtained?
☐ Yes ☐ No

30 Last week, were you:
 Tick all that apply
☐ retired (whether receiving a pension or not)?
☐ a student?
☐ looking after home or family?
☐ long-term sick or disabled?
☐ other

31 Have you ever worked?
☐ Yes, write in the year that you last worked
☐ No, have never worked → Go to 43

National Identity, Ethnic Group, **Language suite**, Religion, Address
 one year ago, Passports and Health suite

Location options

<p>11 If you were not born in the United Kingdom, when did you most recently arrive to live here?</p> <p>Do not count short visits away from the UK</p> <p>Month Year</p> <p>If you arrived before 13 October 2018 → GO TO 13</p> <p>If you arrived on or after 13 October 2018 → GO TO 12</p> <p>12 Including the time you have already spent here, how long do you intend to stay in the United Kingdom?</p> <p>Less than 12 months</p> <p>12 months or more</p>	<p>13 Can you understand, speak, read or write Welsh?</p> <p>Tick all that apply</p> <p>Understand spoken Welsh</p> <p>Speak Welsh</p> <p>Read Welsh</p> <p>Write Welsh</p> <p>OR none of the above</p> <p>14 What is your main language?</p> <p>English or Welsh → GO TO 16</p> <p>Other, write in (including British Sign Language)</p> <p>15 How well can you speak English?</p> <p>Very well Well Not well Not at all</p> <p>16 How would you describe your national identity?</p> <p>Tick all that apply</p> <p>Welsh</p> <p>English</p> <p>Scottish</p> <p>Northern Irish</p> <p>British</p> <p>Other, write in</p>	<p>17 What is your ethnic group?</p> <p>Choose one section from A to E, then tick one box to best describe your ethnic group or background</p> <p>A White</p> <p>Welsh, English, Scottish, Northern Irish or British</p> <p>Irish</p> <p>Gypsy or Irish Traveller</p> <p>Roma</p> <p>Any other White background, write in</p> <p>B Mixed or Multiple ethnic groups</p> <p>White and Black Caribbean</p> <p>White and Black African</p> <p>White and Asian</p> <p>Any other Mixed or Multiple background, write in</p> <p>C Asian or Asian British</p> <p>Indian</p> <p>Pakistani</p> <p>Bangladeshi</p> <p>Chinese</p> <p>Any other Asian background, write in</p> <p>D Black, Black British, Caribbean or African</p> <p>Caribbean</p> <p>African background, write in below</p> <p>Any other Black, Black British or Caribbean background, write in</p> <p>E Other ethnic group</p> <p>Arab</p> <p>Any other ethnic group, write in</p>	<p>18 What is your religion?</p> <p>This question is voluntary</p> <p>No religion</p> <p>Christian (all denominations)</p> <p>Buddhist</p> <p>Hindu</p> <p>Jewish</p> <p>Muslim</p> <p>Sikh</p> <p>Any other religion, write in</p> <p>19 One year ago, what was your usual address?</p> <p>If you had no usual address one year ago, state the address where you were staying</p> <p>The address on the front of this questionnaire</p> <p>Student term-time or boarding school address in the UK, write in term-time address below</p> <p>Another address in the UK, write in below</p> <p>OR outside the UK, write in country</p> <p>20 What passports do you hold?</p> <p>Tick all that apply</p> <p>United Kingdom</p> <p>Ireland</p> <p>Other, write in</p> <p>OR none</p> <p>21 How is your health in general?</p> <p>Very good Good Fair Bad Very bad</p>	<p>22 Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?</p> <p>Yes</p> <p>No → GO TO 24</p> <p>23 Do any of your conditions or illnesses reduce your ability to carry out day-to-day activities?</p> <p>Yes, a lot</p> <p>Yes, a little</p> <p>Not at all</p> <p>24 Do you look after, or give any help or support to, anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age?</p> <p>Exclude anything you do as part of your paid employment</p> <p>No</p> <p>Yes, 9 hours a week or less</p> <p>Yes, 10 to 19 hours a week</p> <p>Yes, 20 to 34 hours a week</p> <p>Yes, 35 to 49 hours a week</p> <p>Yes, 50 or more hours a week</p> <p>25 If you are aged 16 or over → GO TO 26</p> <p>If you are aged 15 or under → GO TO 51</p> <p>26 Which of the following best describes your sexual orientation?</p> <p>This question is voluntary</p> <p>Straight/Heterosexual</p> <p>Gay or Lesbian</p> <p>Bisexual</p> <p>Other sexual orientation, write in</p> <p>27 Is your gender the same as the sex you were registered at birth?</p> <p>This question is voluntary</p> <p>Yes</p> <p>No, write in gender</p>
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Arrival, Intention to stay, **Language suite**, National Identity, Ethnic Group, Religion, Address one year ago, Passports and Health suite

Location options

<p>If you were not born in the United Kingdom, when did you most recently arrive to live here?</p> <p>Do not count short visits away from the UK</p> <p>Month Year</p> <p>If you arrived before 13 October 2018 → GO TO</p> <p>If you arrived on or after 13 October 2018 → GO TO</p> <p>Including the time you have already spent here, how long do you intend to stay in the United Kingdom?</p> <p>Less than 12 months</p> <p>12 months or more</p> <p>One year ago, what was your usual address?</p> <p>If you had no usual address one year ago, state the address where you were staying</p> <p>The address on the front of this questionnaire</p> <p>Student term-time or boarding school address in the UK, write in term-time address below</p> <p>Another address in the UK, write in below</p> <p>Postcode</p> <p>OR outside the UK, write in country</p> <p>How would you describe your national identity?</p> <p>Tick all that apply</p> <p>Welsh</p> <p>English</p> <p>Scottish</p> <p>Northern Irish</p> <p>British</p> <p>Other, write in</p>	<p>What is your ethnic group?</p> <p>Choose one section from A to E, then tick one box to best describe your ethnic group or background</p> <p>A White</p> <p>Welsh, English, Scottish, Northern Irish or British</p> <p>Irish</p> <p>Gypsy or Irish Traveller</p> <p>Roma</p> <p>Any other White background, write in</p> <p>B Mixed or Multiple ethnic groups</p> <p>White and Black Caribbean</p> <p>White and Black African</p> <p>White and Asian</p> <p>Any other Mixed or Multiple background, write in</p> <p>C Asian or Asian British</p> <p>Indian</p> <p>Pakistani</p> <p>Bangladeshi</p> <p>Chinese</p> <p>Any other Asian background, write in</p> <p>D Black, Black British, Caribbean or African</p> <p>Caribbean</p> <p>African background, write in below</p> <p>Any other Black, Black British or Caribbean background, write in</p> <p>E Other ethnic group</p> <p>Arab</p> <p>Any other ethnic group, write in</p>	<p>Can you understand, speak, read or write Welsh?</p> <p>Tick all that apply</p> <p>Understand spoken Welsh</p> <p>Speak Welsh</p> <p>Read Welsh</p> <p>Write Welsh</p> <p>OR none of the above</p> <p>What is your main language?</p> <p>English or Welsh → GO TO 16</p> <p>Other, write in (including British Sign Language)</p> <p>How well can you speak English?</p> <p>Very well Well Not well Not at all</p> <p>What is your religion?</p> <p>This question is voluntary</p> <p>No religion</p> <p>Christian (all denominations)</p> <p>Buddhist</p> <p>Hindu</p> <p>Jewish</p> <p>Muslim</p> <p>Sikh</p> <p>Any other religion, write in</p> <p>What passports do you hold?</p> <p>Tick all that apply</p> <p>United Kingdom</p> <p>Ireland</p> <p>Other, write in</p> <p>OR none</p> <p>How is your health in general?</p> <p>Very good Good Fair Bad Very bad</p>	<p>Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?</p> <p>Yes</p> <p>No → GO TO</p> <p>Do any of your conditions or illnesses reduce your ability to carry out day-to-day activities?</p> <p>Yes, a lot</p> <p>Yes, a little</p> <p>Not at all</p> <p>Do you look after, or give any help or support to, anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age?</p> <p>Exclude anything you do as part of your paid employment</p> <p>No</p> <p>Yes, 9 hours a week or less</p> <p>Yes, 10 to 19 hours a week</p> <p>Yes, 20 to 34 hours a week</p> <p>Yes, 35 to 49 hours a week</p> <p>Yes, 50 or more hours a week</p> <p>If you are aged 16 or over → GO TO</p> <p>If you are aged 15 or under → GO TO</p> <p>Which of the following best describes your sexual orientation?</p> <p>This question is voluntary</p> <p>Straight/Heterosexual</p> <p>Gay or Lesbian</p> <p>Bisexual</p> <p>Other sexual orientation, write in</p> <p>Is your gender the same as the sex you were registered at birth?</p> <p>This question is voluntary</p> <p>Yes</p> <p>No, write in gender</p>
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Arrival, Intention to stay, Address one year ago, National Identity, Ethnic Group, **Language suite**, Religion, Passports and Health suite

Research

Research impact of different question locations by conducting a quantitative survey

- Split sample with different treatments
- Online panel survey
- Achieved sample of 2,752 split 4 ways (688)
- Each variant aimed to be representative of age and gender

Aim of this research is not to look at levels, just whether there is a difference

- Number of reasons why would not expect this to produce accurate estimates of population

Findings

	Same order as 2011 (V1)		Proposed order for 2021 (V4)		Diff
	Count	%	Count	%	Diff (%)
Understand	192	28	182	27	1
Speak	127	19	104	15	4
Read	135	20	111	16	4
Write	100	15	79	12	3
None of the above	445	65	462	67	-2

NB: All respondents living in Wales and aged 16 or over

Different order has a small impact

Limitation - Not possible to make direct comparisons with previous census/surveys due to different context and designs

Findings

- Are the differences explained by composition of the samples?

	Same order as 2011 (V1)	Proposed order for 2021 (V4)	Diff
	%	%	Diff (%)
Born in Wales	71	64	7
Welsh National Identity	59	56	3
Rural	25	21	4
Main Language Welsh	7	4	3
Base	686	687	

NB: All respondents living in Wales and aged 16 or over

Presentation

Findings

Tested three variants in the 2019 online panel

- Replicate of 2011 (V1)
 - 2011 with mutually exclusive functionality (V2)
 - Four independent, yes/no, questions (V3)
-
- Similar distributions for V1 and V2
-
- Large differences between V3 and both V1 and V2

Findings

- V3 – Four yes/no questions
 - Higher respondent burden
 - Some evidence that the responses were more likely to be inconsistent with other measures of Welsh language ability included in the online test

Findings - Presentation

	Same order and presentation as 2011 (V1)	Same order as 2011 with mutually exclusive function (V2)	Same order as 2011, four separate questions (V3)	Diff V1 and V2	Diff V1 and V3
Understand	28	28	27	0	1
Speak	19	17	23	2	-4
Read	20	18	24	2	-4
Write	15	13	20	2	-5
None of the above	65	66	67	-1	-2

NB. Survey data is aged 16+

Recommendations

Some evidence that the expected large change in mode of completion may break the time series

- Backward comparability may be at risk regardless of other decisions

Data quality can be improved by utilising the mutually exclusive functionality

- This should be adopted. Not doing this would be odd in the context of the rest of the questionnaire

Some evidence that positioning does matter

- Not conclusive
- Consider option of having different question order online and on paper

Next steps

Take to the Census Expert Review Panel

Take recommendations to the CSOD Project Board for validation

- Scrutiny of research and recommendation

Formal sign off at the Transformation and Programme Board

- Include specific reference to this recommendation to aid transparency

Assessment of Census Dress Rehearsal data